



BUY - PHONE, INC.

**** AUTUMN UPDATE ****

Your BUY-PHONE ad is working for you.

BUY-PHONE, West L.A.'s "Electronic Yellow Pages", is now the largest such operation in the world! BUY-PHONE is big news in Los Angeles and has recently been covered by the Los Angeles Times, Herald Examiner, Channel Five News at Ten, Los Angeles Magazine, and over 20 other local and national publications.

BUY-PHONE contains listings for over 10,000 retail businesses located west of Western Ave. and answers over 60,000 consumer requests a month. Calls are increasing at an astounding 30% per month!

Who uses BUY-PHONE?

The typical user is a male, age 30, married, with one child and a family income of over \$40,000. His computer calls BUY-PHONE to help him find where to buy what he wants. He will look at advertisements of four establishments before deciding where to buy.

Make your BUY-PHONE ad sell for you.

Give him a reason to call or visit you. Offer special discounts to new customers for a limited time and see what happens. Your ad can be changed as often as you like, even daily, for no extra charge. Advertisers offering discounts have reported up to three sales a day from BUY-PHONE. Not bad for an ad that costs \$150 for a full year!

Look at your ad. Have your computer call BUY-PHONE or go to a local computer store. (The number is (213) 474-0270.) Coast Federal Savings & Loan, in Westwood Village, even has a computer available free for your use.

Get your questions answered.

Call our office, 279-1074, to get answers to any questions you have about BUY-PHONE. We are here to help BUY-PHONE sell for you.